



Possibilities of Promoting Consumer Brands through Online: A Study on ACI Ltd.



Internship report on

***Possibilities of Promoting Consumer Brands
through Online: A Study on ACI Ltd.***

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Date of Submission:
10-08-2015

10th August 2015

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Subject: Submission of internship report on **Possibilities of promoting consumer brands through online: A study on ACI Ltd.**

Dear Sir,

I would like to thank you for assigning me this subject to prepare the internship report. This task has been given me the opportunity to explore one of the most important featuring of the ACI Ltd. which is known as Consumer brands of marketing department. I have completed my internship practically in ACI Ltd. at Nina Kabbo, Tejgaon from 21st May 2015 to 20 August 2015.

The topic of my report is **“Possibilities of promoting consumer brands through online: A study on ACI Ltd.”**, contains a comprehensive study on promoting consumer brands online. It was a great pleasure for me to work on the above-mentioned subject.

I have tried my best to make this report informative. All the information presented in this report is done with outmost sincerity and honesty. I will wholeheartedly welcome any clarification and suggestion about any view and conception disseminated in my report.

Sincerely yours,

.....

Tanvir Haider

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Acknowledgement:

All admires to almighty Allah who has created me and has given me opportunities and strength to work with people. This internship report might never have been completed without the necessary practical knowledge, support of many books, articles, websites, and primary data. It enhanced my knowledge on new brand establishment, implementation of day to day brand communication, new network establishments, product promotion through online, market survey and analysis and Campaigning.

Thanks to all those persons, who have assisted me, providing me co-operation. I would like to express my special thanks to ***Jabir Al Mursalin, Assistant Professor, BRAC Business School, BRAC University*** for his supervision, co-operation and advises. Then I would like to thank Career Service Office (CSO) of BRAC University, where I received support of requirements of finishing the internship program and daily updates of university.

I was placed in Consumer brands of marketing department of ACI Ltd. to work as an intern from 21st May 2015 to 20 August 2015. The members of ACI Ltd. management were very co-operative and helpful. They helped me through providing various data, guidance and direction. I am grateful to Mr. Hasan Faruk Product Executive, Consumer Brands ACI Ltd. for his cooperation and necessary support.

Executive Summary

There's no denying it, the world is rapidly shifting from analogue to digital. People are consuming more and more digital content on a daily basis – on mobile phones, laptops, desktop computers at work, and more – and companies that have not yet recognized this in their marketing strategies need to adapt fast.

The paper is introduced with the description ACI Ltd. where I completed my 3 month internship program, starting from 21st May 2015 to 20th August 2015. The paper analyzes their organizational structure and major functions with descriptions of their business activities. Their strategies, goals, objectives, strengths, and weaknesses have also been identified.

In the later part of the report I have concentrated on my topic entitled **Possibilities of promoting consumer brands through online: A study on ACI Ltd.** In this report I have tried to focus on various ways of digital marketing. I also tried to make a comparison between the digital and non digital marketing. Here I discuss about the benefits of digital marketing.

I have tried my best to come up with the valid explanations for the results and useful recommendation. However, due to lack of sufficient practical experience regarding such Statistical analysis, the recommendation may not be the very best.

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Introduction

An internship is a period of work experience offered by an employer to give students and graduates exposure to the working environment, often within a specific industry, which re Internships can be done in a range of sectors, including sales, marketing, finance, engineering, graphic design, management, I.T. and many, many more. Throughout an internship- one can develop a variety of soft skills, including communication skills, personal effectiveness, presentation skills, creative problem solving and influencing skills. „On-the-job experience can be as valuable as anything learned in studies. After all, you cannot really understand what a job is all about until you have worked in that environment. Internships are great opportunities to speak directly to people who have experience in the role you aspire to; and their knowledge of the job and working environment will give you a greater understanding of what it’s all about and what you need to do to progress. Your career aspirations may change when you’re faced with the true realities of a role. Internships can therefore be used as a „try before you buy option, before you embark on a career and confirm if this is what you want to do in the long term. An internship can give you a real insight into the world of work, allowing you to build on the theory you learned at university and helping you to gain practical skills that will help strengthen your CV and make you more employable. Internships offer you the chance to test your skills in real-life situations, explore your career options and gain an insight into an organization or career path.

Internship program is the most important period for a BBA student. The duration of internship program is generally three months, sometimes more- which carries a best learning process to know about the organization and cope up the environment in such a way like professional employees. The experience that got by an intern during the internship period will make them more smart and professional in their future job sector.

Internships provide work experience opportunities to university students, recent graduates and people considering career changes. Employers are willing to hire interns with little or no experience, especially if the intern is willing to accept little or no monetary compensation. However, the benefits of doing an internship go far beyond the pay cheque.



1.1 Origin of the study:

This report has been prepared as a part of the internship program which is an essential part of the BBA program under in the BRAC Business School (BBS) of BRAC University. The organization attachment was started on 21st May 2015 and ended on 20 August 2015. This report **“Possibilities of promoting consumer brands through online: A study on ACI Ltd.”** was assigned by academic supervisor ***Jabir Al Mursalin***, Assistant Professor of BRAC Business School (BBS) BRAC University.

1.2 Objective of the study:

1.2.1 Broad Objective:

The purpose of the study is to understand the practical things and to make the bridge between theoretical and practical knowledge and also analysis of brand establishment, implementation of day to day brand communication, new network establishments, product promotion through online, market survey and analysis and Campaigning of ACI Ltd.

1.2.2 Specific Objective:

To find out how to promote consumer brands online.

1.3 Scope of the study:

The scope of the study was strictly confined to the various report & personal contact with the employees of the ACI Ltd. To collect the information I worked in the Consumer Brands of Marketing department and under the Product Executive of this department. All other data related to the report was collected from websites of ACI Ltd. & other related Documents.



1.4 Methodology:

Methodology is the process, technique or method of observation, survey and analysis. For smooth and accurate study everyone have to follow some rules and regulation. The study assign were collected from two sources:

1.4.1 Primary sources:

I have collected the primary data by interviewing different executives of ACI Ltd.

- ü Practical desk work.
- ü Face to Face conversation with Sealers, Retailers, Distributors, Area Sales Manager.
- ü Direct observations.

1.4.2 Secondary sources:

- ü Annual report of ACI Ltd.
- ü Files & Folders
- ü Daily diary (Containing my activities of practical orientation in ACI Ltd.)
- ü Various publications on ACI Ltd.
- ü Website

In my report I tried to minimize the usage of secondary data as much as possible. I have used secondary data only in the cases where it was not possible for me to use primary data.

1.5 Limitation of the study:

In spite of related peoples willingness I could not avail the full concentration as I supposed to have. The officers are extremely busy with their assigned tasks. On the way of my study, I have faced the following problems that may be turned as the limitations of the study:

1. Not available of sufficient written documents to give a comprehensive view.
2. Lack of the time of the busy key persons, necessary data collection
3. Some useful information cannot be expressed in this report for the reason of confidentiality.



2. Organizational overview:

2.1 ACI Ltd. at a glance:

ICI Bangladesh Manufacturers Limited was a subsidiary of world renowned multinational ICI Plc and was a listed public limited company under Dhaka Stock Exchange. In 1992 ICI Plc divested its shareholding through a management buyout and the company name was changed from ICI Bangladesh Manufacturers Limited to Advanced Chemical Industries (ACI) Limited. ACI Formulations Limited, a subsidiary of ACI, became a public listed company through direct listing.

ACI's mission is to achieve business excellence through quality by understanding, accepting, meeting and exceeding customer expectations. ACI follows International Standards on Quality Management System to ensure consistent quality of products and services to achieve customer satisfaction. ACI also meets all national regulatory requirements relating to its current businesses and ensures that current Good Manufacturing Practices (CGMP) as recommended by World Health Organization is followed properly. ACI has been accepted as a Founding Member of the Community of Global Growth Companies by the World Economic Forum which is the most prestigious business networking organization. (Corporate: ACI Limited Bangladesh)

2.2 Historical Background:

ACI Limited is one of the leading companies in Bangladesh. It was established as a subsidiary of Imperial Chemical Industries (ICI) plc, U.K. in 1968. At that time it was one of the oldest industrial units in our country. After the liberation war, the enterprise was declared 'abandoned'. Then it had been incorporated in Bangladesh on the 24 of January 1973 as ICI Bangladesh Manufacturers limited as a subsidiary of ICI. On 24 June 1973, the factory restarted its operations under the name ICI Bangladesh Manufactures Limited. On the 5 of May 1992, ICI Plc divested 70% of its share to local (Bangladeshi) management and hence ACI Limited came into existence. At present ACI is a leading corporate body in Bangladesh. It is a Public Limited



Company with a total number of 15,550 shareholders, among which there are six foreign as well as fourteen local institutional shareholders. The company is diversified in to six major businesses. Besides, the company has a large list of international associates and partners with trade and business agreement.

2.3 Mission:

ACI's mission is to enrich the quality of life of people through responsible application of knowledge, skills and technology. ACI is committed to the pursuit of excellence through world-class products, innovative processes and empowered employees to provide the highest level of satisfaction to its customers.

2.4 Vision:

To realize the mission ACI will:

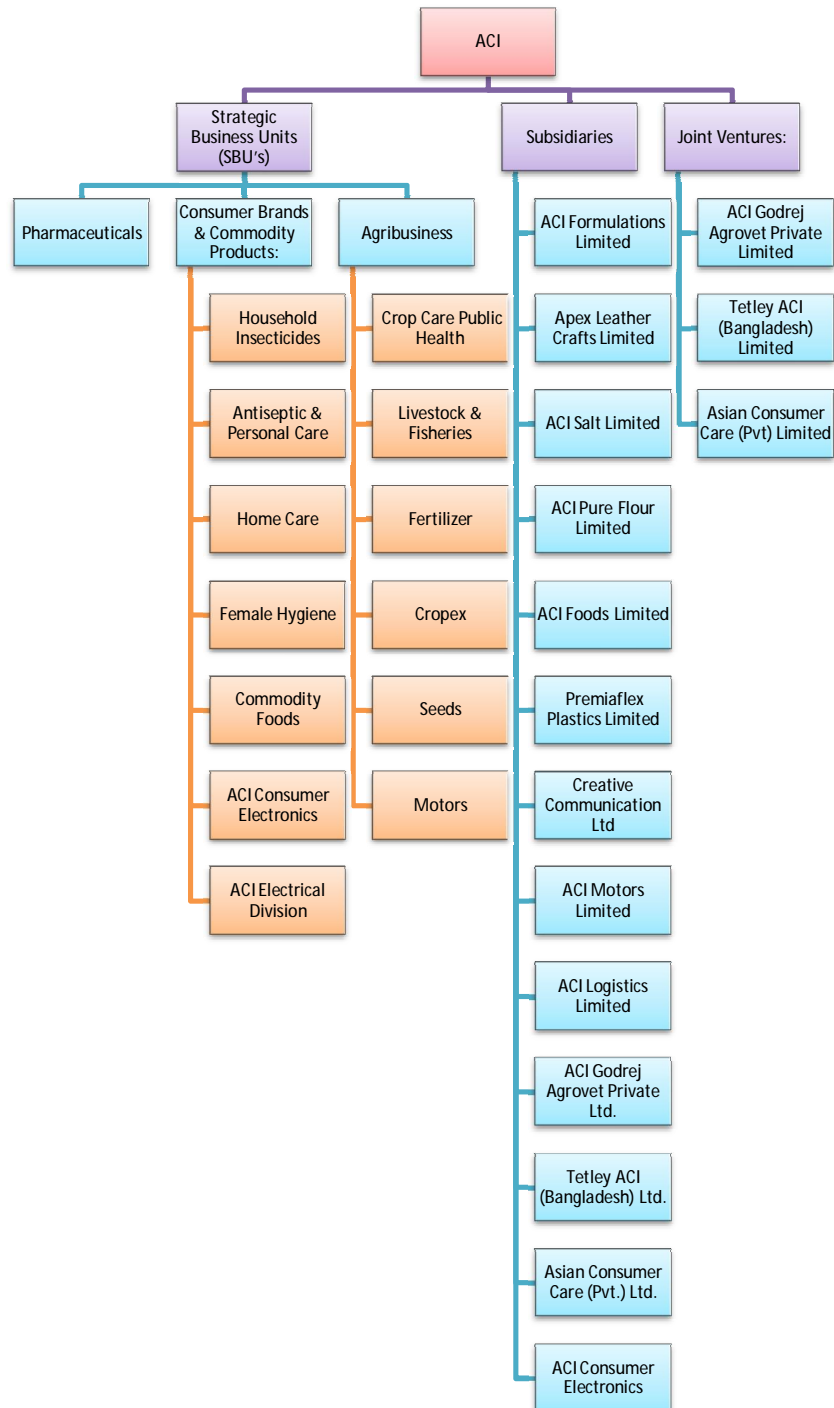
- Endeavor to attain a position of leadership in each category of its businesses.
- Attain a high level of productivity in all its operations through effective and efficient use of resources, adoption of appropriate technology and alignment with our core competencies.
- Develop its employees by encouraging empowerment and rewarding innovation.
- Promote an environment for learning and personal growth of its employees.
- Provide products and services of high and consistent quality, ensuring value for money to its customers.
- Encourage and assist in the qualitative improvement of the services of its suppliers and distributors.
- Establish harmonious relationship with the community and promote greater environmental responsibility within its sphere of influence.

2.5 Values:

- ü Quality & innovation
- ü Customer Focus
- ü Fairness
- ü Transparency



2.6 Business Units:

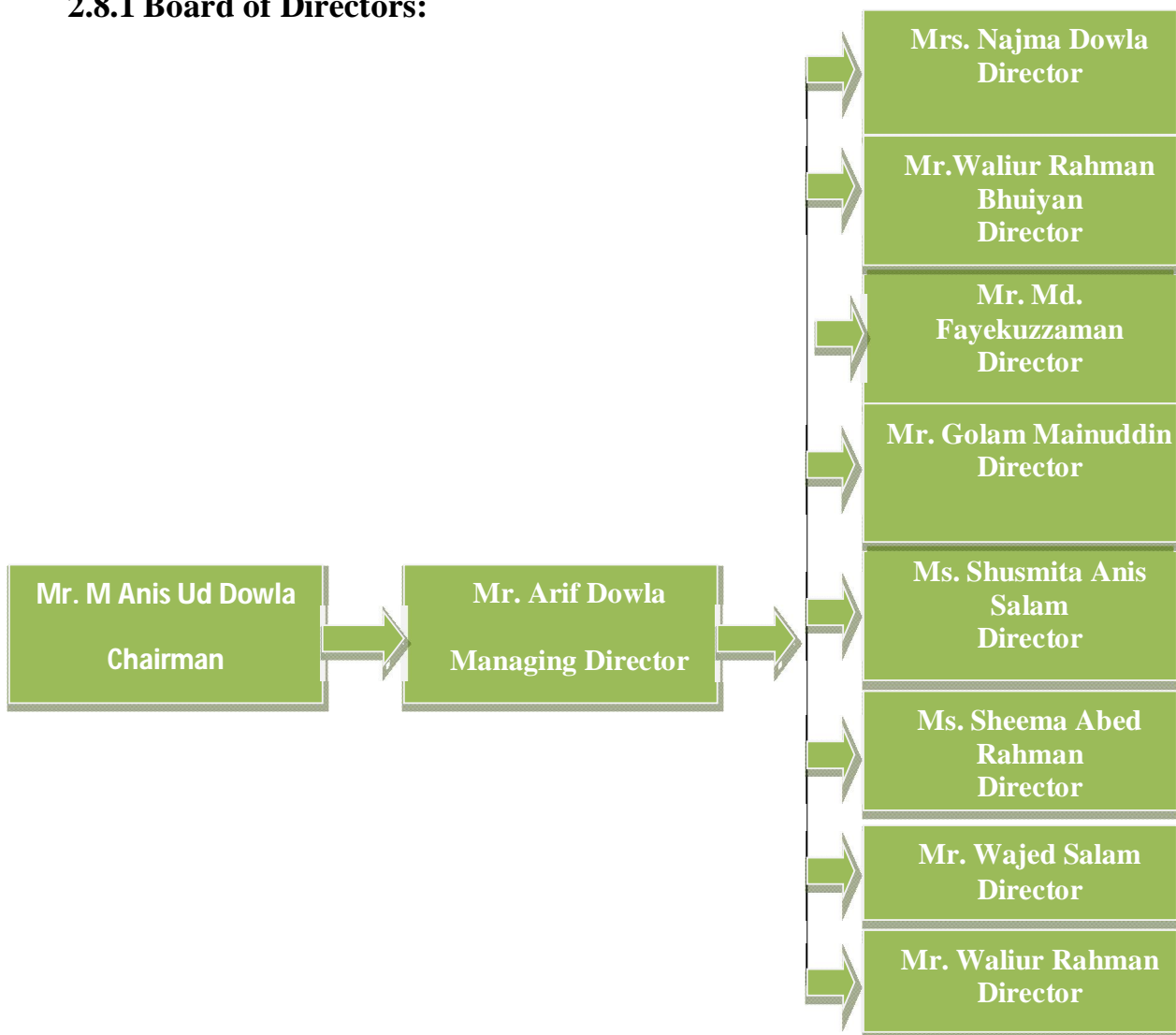


2.7 Major Milestones:

ACI is the first organization in Bangladesh to earn both the ISO 9001 certificate for Quality Management System in 1995 and the ISO 14001 certification on Environmental Management in 2000. It has received the award of best Enterprise of the year 2011. ACI has been accepted as a Founding Member of the Community of Global Growth Companies by the World Economic Forum which is the most prestigious business networking organization.

2.8 Management of ACI Ltd.:

2.8.1 Board of Directors:

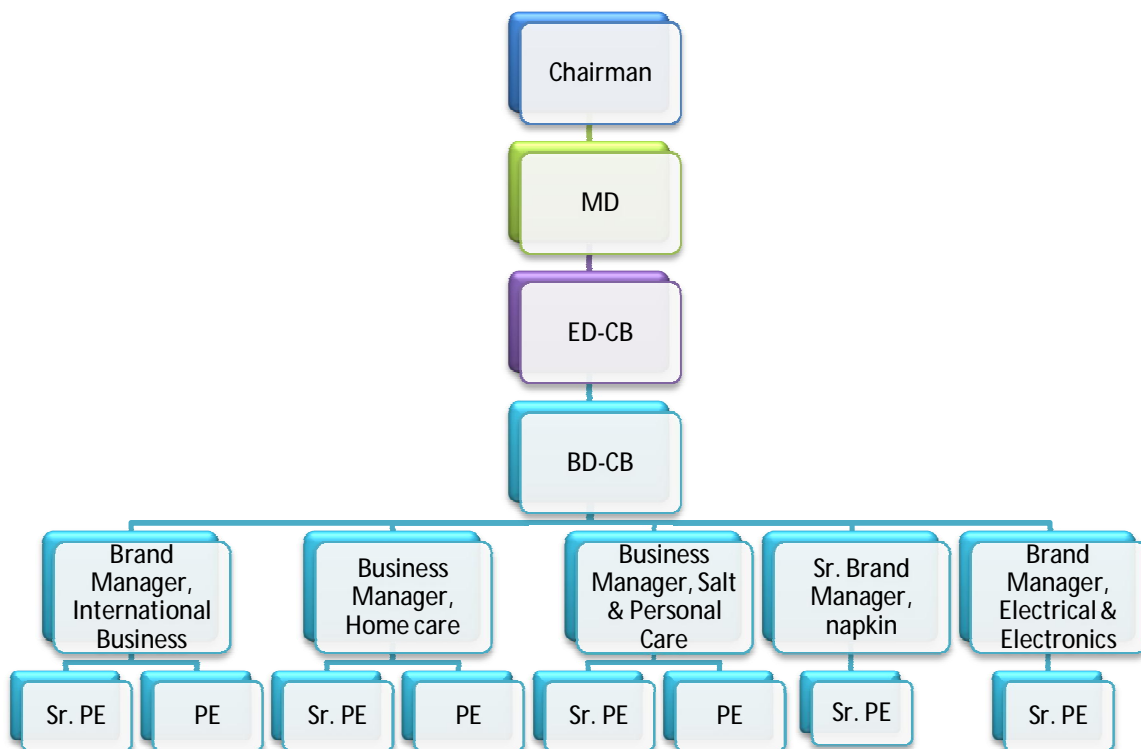




2.8.2 Management committee:

Name	Designation
Dr. Arif Dowla	Managing Director
Dr. F H Ansarey	Executive Director, Agribusinesses
Mr. Syed Alamgir	Executive Director, Consumer Brands
Mr. Pradip Kar Chowdhury	Executive Director, Finance and Planning
Mr. Md. Monir Hossain Khan	Financial Controller
Mr. M. Mohibuz Zaman	Chief Operating Officer, Pharmaceuticals
Mr. Sabbir Hasan Nasir	Executive Director, Logistics
Mr. Abdus Sadeque	Director, Marketing & Sales, Pharma
Mr. Priyatosh Datta	Director, Quality Assurance, Pharma
Mr. Imam Ahmed Istiak	Director, Operations, Pharma
Ms. Sheema Abed Rahman	Director, Corporate Affairs

2.9 Organogram:

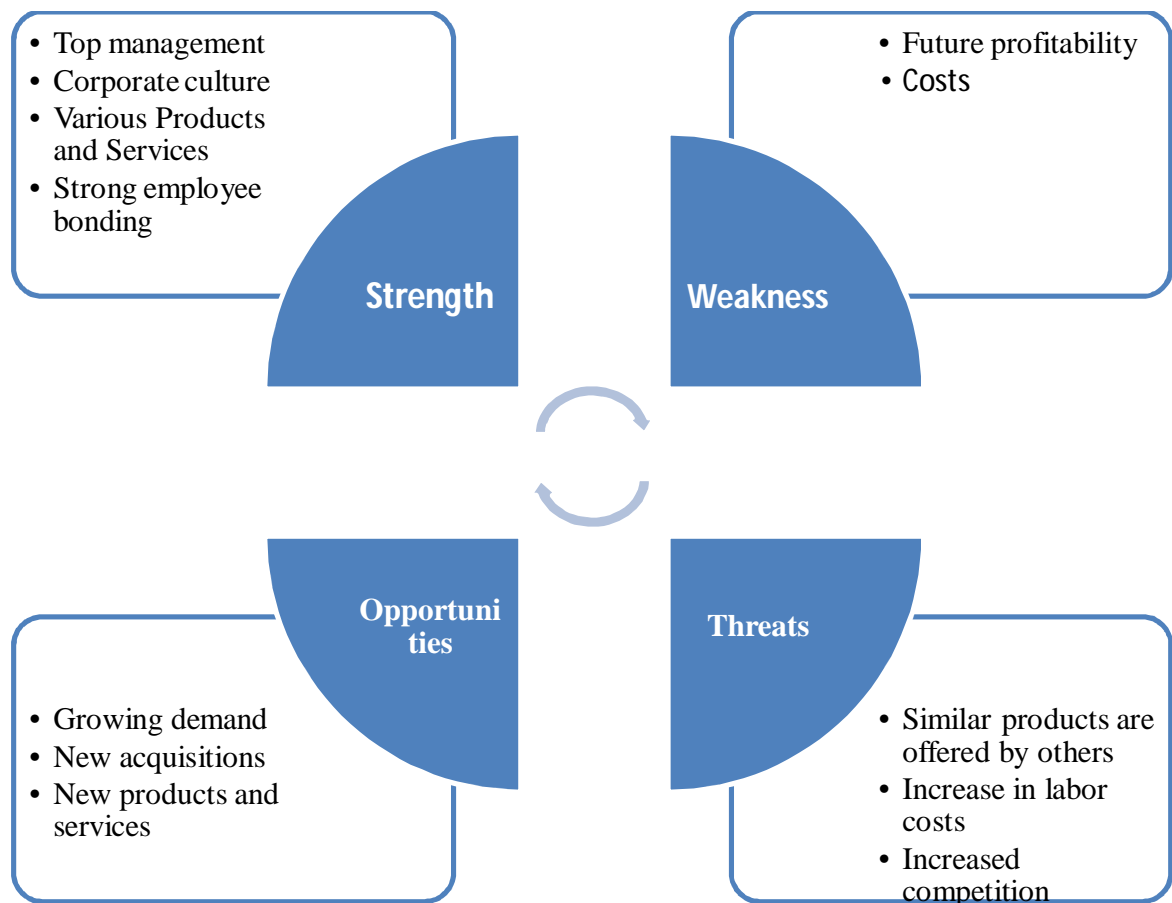




2.10 SWOT Analysis of ACI Ltd.:

SWOT analysis refers to analysis of strengths, weaknesses, opportunities and threats of an organization. This facilitates the organization to make its future performance improved in comparison to its competitors. An organization can also study its current position through SWOT analysis. For all of these, SWOT analysis is considered as an important tool for making changes in the strategic management of an organization. Through direct observation and discussion with the ACI officials I am able to point out some major strength and weaknesses as well as some threats and opportunities regarding the various issues of ACI such as –

- Ø Service level
- Ø Operational efficiency
- Ø Technology
- Ø Employee efficiency etc. along with many other issues



2.10.1 Strengths:

✓ Top Management

ACI Limited is operated by a very efficient management group. The top management officials have all worked in reputed organizations and their years of experience, skill, and expertise will continue to contribute towards further expansion of the organization. So, the top management of the organization is the major strength for ACI Limited.

✓ Corporate Culture

ACI has an interactive corporate culture. The working environment of ACI is very friendly, interactive and informal. And, there are no hidden barriers or boundaries while communicate between the superior and the employees. This corporate culture works as a great motivation



factor among the employees.

✓ **Various Products and Services**

ACI offers various types of products and services to their customers. So those, Customers can choose the right products that will fulfill their needs.

✓ **Strong employee bonding and belongings**

ACI employees are one of the major assets of the company. The employees of ACI have a strong sense of commitment towards organization and also feel proud and a sense of belonging towards ACI. The strong organizational culture of ACI is the main reason behind its strength

2.10.2 Weakness:

✓ **Competitive market**

ACI Limited has many competitors in the market. When they setup their product price or promoting new product, they always have to think about their competitors and they are bound to setup the lower price. Therefore, it is heavily affect on their profit.

✓ **Cost**

Cost is very much important for manufacturing company. They always have to think about their cost. As we know that manufacturing company year by year gradually reduce their cost but ACI limited are unable to reduce their cost that much.

2.10.3 Opportunities:

✓ **Growing demand**

Day by day ACI product demands are increasing and this is a great opportunity for the ACI to introduce new product for their customers. If they are utilizing their opportunity in future, they will earn more profit.



✓ **New acquisitions**

Already ACI acquire some company and they earn lot of profit from those acquiring company. In future if they do some acquisition contract with some renowned brand then they can earn more profit from this segment.

✓ **New products and services**

As their competitors, introduce new product and services frequently. ACI Limited should introduce new product and services for their customers.

2.10.4 Threats:

✓ **Similar products are offered by others**

ACI Limited introduces lots of product but these are very much similar with their competitor. So ACI have to more creative to introduce new product and should do some barities on their product.

✓ **Increase in labor costs**

For manufacturing company labor cost is a very big threat for the organization. ACI labor cost comparatively higher than their compactors.

✓ **Increased competition**

ACI Limited doing their business in competitive market. So this is big threat for ACI to doing business in competitive market.



3. Internship experience:

3.1 Job description:

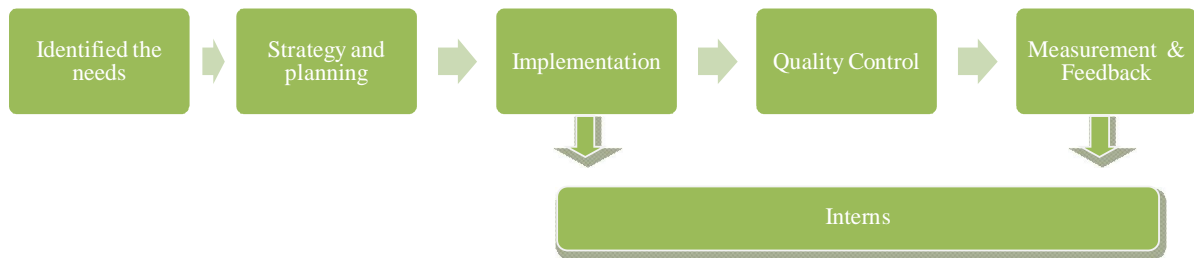
In order to complete my graduation from BRAC University, I have done my internship in ACI Limited; Consumer brands (CB Core). I was assigned to assist Mr. Hasan Faruk Product Executive to maintaining and capturing the market position of **IMPACT** Body spray. Although it was my main assigned work but I had to do other works as well. Such as:

1. New brand establishment
2. Implementation of day to day brand communication
3. New network establishments
4. Product promotion through online
5. Market survey and analysis
6. Campaigning.

3.2 Job Responsibilities:

3.2.1 Prepare & Implement Marketing Plan:

To grow our business, we need a marketing plan. The right marketing plan identifies everything from who our target customers are, how we will reach them, how we will retain our customers so they repeatedly buy from us. As an intern under a Product Executive I have to prepare appropriate marketing plan for Impact body Spray. To prepare and implement appropriate marketing plan and strategy helps to boost up the sales of responsible products and as well as newly assigned products. Before making marketing plan we need to address in which sector my brand is not performing well or in which sector having opportunities to enter. For example, modern trade is a vital upcoming market for the each FMCG companies. To boost up our sales we can emphasis on the sales of modern trade. Promotional activities such buy one get one free or gift item free with product can only be offer for modern trade customers. The activities of market planning are given below through flow chart.



i. Identified the Needs:

The needs are identified by customer analysis. As a marketer we have to find out the consumer insights. Before making a strategy we have to make a survey on consumer insights.

ii. Strategy and Planning:

We make marketing strategy and planning based on following factors-

- Consumer Insights- What a consumer wants to see, listen and have
- Company goal- Organizational desired end-point in some sort of assumed development
- Brand's Motto

iii. Implementation:

This is the division where I have worked as an intern. My supervisor has given me tasks related to implementation department. This includes lots of responsibilities.

During the implementation we have to follow few steps and this are-

- Step1: Making a power point of marketing planning and represent to the reporting manager
- Step2: If they approved the plan we have to go the next step, if they do not going for improvement step
- Step 3: Selection of agency or supplier
- Step 4: Continuous monitoring
- Step 5: Set off for improvement if it is required

iv. **Quality Control :**

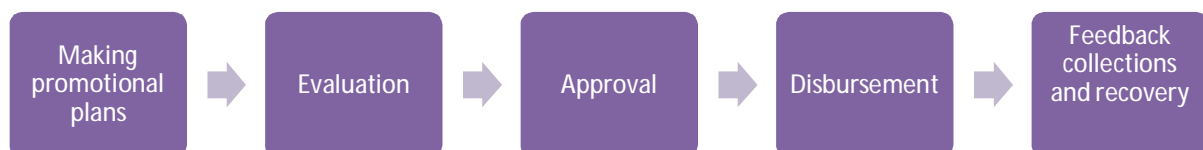
Quality control and measurement is done by QC department.

v. **Measurement & Feedback:**

We collect measurement and feedback by surveying. This was the second department where I have worked as my supervisor's demand. I and my intern team had to monitor the “display program of Impact Body Spray” and take feed backs from the retailers regarding the program.

3.2.2 Prepare Promotional Plan:

An outline of the marketing tools strategies and resources that a company intends to use to promote a product or service. My reporting product executive has to prepare the monthly promotional plan as per the promotional budget given by his boss. Promotional activities help to boost up the sales within a short time. It does not go for long time. We have to implement and monitor the impact of the promotional activities minutely. The flow chart is given below-



Ø **Making Promotional Plan:** To make promotional plan based on competitors activities and the budget. Total cost of the promotional activities must not exceed the budget.

Ø **Evaluation:** External auditor and top level management evaluate the total promotional plan and make suggestion if any changed requires

- Ø **Approval:** Top level management approves it.
- Ø **Disbursement:** After approving the plan the disbursement work starts. The execution part is the most important part of promotional planning. Some time it will be done by selected agency.
- Ø **Feedback Collections & Recovery:** Feedback collection through survey and take necessary steps to recover.

3.2.3 Maintain Supply & Stock level:

It is my supervisor's primary duty to ensure continuous supply and maintain stock level of Impact body spray at all depots. I had to help him at this by analyzing stocks of Dhaka depot. Depot is a place where inventory has stored. From the depots all products distributed throughout the country. Before products come to the depot it's stored at factory warehouse. We have to make sure all the time that product short fall is not going to happen in any circumstance. We have to give a product requisition to the factory manager to send the given quantity products to the Dhaka depots. The flow chart is given below-





3.2.4 Market Visiting:

Market visiting is one of the important job responsibilities of every marketer and as well as for every intern. Through the visiting of the market we have to monitor the competitors' activities and market situation. We also have to monitor our brand visibility. By preparing regular report based on the market visit we propose the measures to be taken and update the marketing plan. The following factors should be monitored during market visit-

To monitor the competitors activities

To monitor the competitors market situation and brand visibility

To monitor the our brand visibility

To get the feedback of retailers

To get the feedback of consumers

3.2.5 Monitor Competitor Activities:

Knowing who my competitors are, and what they are offering, can help me to make my products, services and marketing stand out. It will enable me to set my product prices competitively and help me to respond to rival marketing campaigns with my own initiatives.

We can use this knowledge to create marketing strategies that take advantage of our competitors' weaknesses, and improve our own business performance. I can also access any threats posed by both new entrants to the market and current competitors. This knowledge will help me to be realistic about how successful I can be. So that monitoring the competitors' activities is a vital responsibility of my job. Monitor the way my competitors do business and these are given below-



who they are

what products or services different customers buy from them

what customers see as your competitors' strengths and weaknesses

The products or services they provide and how they market them to customers

The prices they charge

How they distribute and deliver

The devices they employ to enhance customer loyalty and what back-up service they offer

Their brand and design values

Whether they innovate - business methods as well as products

Their staff numbers and the calibre of staff that they attract

How they use IT - for example, if they're technology-aware and offer a website and email

Who owns the business and what sort of person they are

Their annual report - if they're a public company

Their media activities - check their website as well as local newspapers, radio, television and any outdoor advertising

3.3 Learning experience:

I had experience of conducting a survey of 300 retail shops alone. I have also visited different depot of ACI Ltd. I had experience of conducting a survey of body spray market scenario. I found out the target consumer, what are the demand and preference of the consumers, initiating marketing strategies for boosting the sales growth. I went for several Market visits that include observing the market for body spray, presence of competitors in the market, what are the current trade offers available for the retailers. The main objectives of my market visits were to find out if the retailers were happy with the current trade offers and the sales frequency of Impact body spray. I learnt how to write a creative brief for packaging to the agency. Beside my regular duties, I have also done some surveys for other product lines.



3.4 Personal observation:

These three months of working in a corporate office provided me an excellent experience of a friendly environment for working, business big shots are there to show you paths, supervising them.

Within the 3months' experience in ACI Consumer Brands, I have found that the organization is very organized at accomplishing the tasks, it is very much focused at doing fair business and the corporate environment is really safe and friendly. All the employees here try to maintain integrity in their every task. All the departments are here properly co-ordinate which fosters the organizational performance a lot. Here the importance of human asset is truly realized and all the employees are believed as the heart of the organization and that's why the employees work here with true motivation and sincerity.

As I was the part of Impact body spray, I have found that executives of this Brand are very much knowledgeable and skilled and very efficiently they plan and implement the marketing strategies. They are also much aware about utilizing the resources and not to waste the assets of the organization unnecessarily.

I have observed and felt that ACI Consumer Brands is doing excellent job, one thing that appeared surprising to me is in spite being so efficient at operations and having so much qualified products. So, ACI should take strong initiatives thus they can improve their rank and can lag behind the competitors.



4. Project:

4.1 Literature review:

Since, the advent of the Internet, it have been profound changes in the way we live, work or play. Among other things, it has changed the way we interact with each other, the way we work and do business and the way we learn. Nowadays, online shopping became more and more popular. Lots of young people like to buy the things on the Internet. Thus, it product a name called Internet Marketing that it also referred to as i-marketing, e-marketing or online marketing is the marketing of products or services over the Internet.

Other two important parts which are online marketing business and customers (users).Thus, I will analyze the behavioral characteristics of the online marketing customers. At the same times, online business should get some marketing strategies to influence consumer network and psychological behavior.

Well, I would like to talk about the online marketing environment. The marking environment is a wide range of elements in the markets, including the macro-environment and the micro-environment (principle of Marketing, 2008). With the development of Internet, a larger number of young people and business people rely on Internet, and spend much time on Internet. Thus, it brings a huge chance for online marketing. At the same time, online marketing is more ecological, as it does not waste environment and reduce the intermediate links.

Now we talk about the analysis of online marketing. Most sellers are familiar with the four stages of the customers' buying process, around which marketing activities can be planned. The four stages are need-and-want recognition, information gathering, evaluation and purchase. Within each stage, sellers have the opportunity to improve the customer experience and influence the customer through all stages toward a purchase.

Online marketing strategy is also an important method to promote the purchases. Online shopping is not like to go shops. When you want to buy cloth online, you cannot try it, you just relying on the pictures served or your feeling. To solve this problem, most of online shops apply more information about their goods such as different colors and different angle pictures, even some shops upload the video on the website. Larger people prefer to purchase products online, which is cheaper. For example, you spend \$300 buying a computer on the Internet, but if you



brought in a shop, perhaps you would cost \$400 or higher. Actually, this is also a strategy, seller put a lower price to attract more people to visit, and then seller may sell more goods. Some of websites recently hold some activities such as ten people make a group to buy goods that they will get a lower price or you buy 100 pieces purchases that you get 25% discount. No matter what strategy they use, the purpose is to sell more purchases.

4.2 Comparison between Traditional & Digital Marketing:

1. Traditional marketing creates limited awareness about brands or products while digital marketing is revolutionary marketing which consists of advanced features.
2. With traditional marketing a business can reach a specific target audience that may not have Internet access and this may be the only way to reach a certain audience. Certain customers may also prefer a physical printed piece to view.
3. However there is no way of tracking how many people are viewing or responding to the campaign. This form of advertising is known as push advertising in so far as the business is pushing its own products to the consumer rather than products that the consumer may actually want. Therefore it is considered to be forced upon the consumer. There are certain times and situations where traditional marketing will be more beneficial. Person to person selling can be the most effective way to market certain products or services.
4. In contrast to this, with digital marketing a large target audience can be reached. Small businesses can compete with bigger ones as any size can gain access to a range of digital tools. This form of advertising can be highly personalized via SMS, email and ads on specific websites. Responses can be monitored unlike traditional marketing methods, for example a business can check how many people opened an e-letter and what further action was taken. Positive feedback from customers may be shown on the website as a way of promoting the business. This advertising is known as pull advertising as the consumer seeks out the products they are interested in. With digital marketing a business is dependent on the customers' technology and this is out of their control. This advertising is wasted on customers with no Internet access. Some emails may be blocked by spam and never reach the consumer.

If we can compare between these two, obviously we will be getting extra benefits from Digital Marketing. The benefits are shown below:



Ø **Reduce cost**

Your business can develop its online marketing strategy for very little cost and can potentially replace costly advertising channels such as Yellow Pages, television, radio and magazine.

Ø **Simple to measure**

You can see in real time what is or is not working for your business online and you can adapt very quickly to improve your results. For measuring traffic to your site you can use Google Analytics to measure specific goals you want to achieve for your website or blog and most packaged email marketing solutions provide good insight into how many people are opening, reading and converting from your emails.

Ø **Greater client appeal**

The firms have the benefit of attractive to customers in results that can be brought by a medium rapidly. Online marketing gives a range to them of options to promote their business to the market.

Thus, the technique and overall success of marketing strategies rely on business objectives and the total amount the business desire to purchase online marketing.

Ø **Brand Development**

A well maintained website with quality content targeting the needs and adding value to your target audience can provide significant value and lead generation opportunities. The same can be said for utilizing social media channels and personalized email marketing.

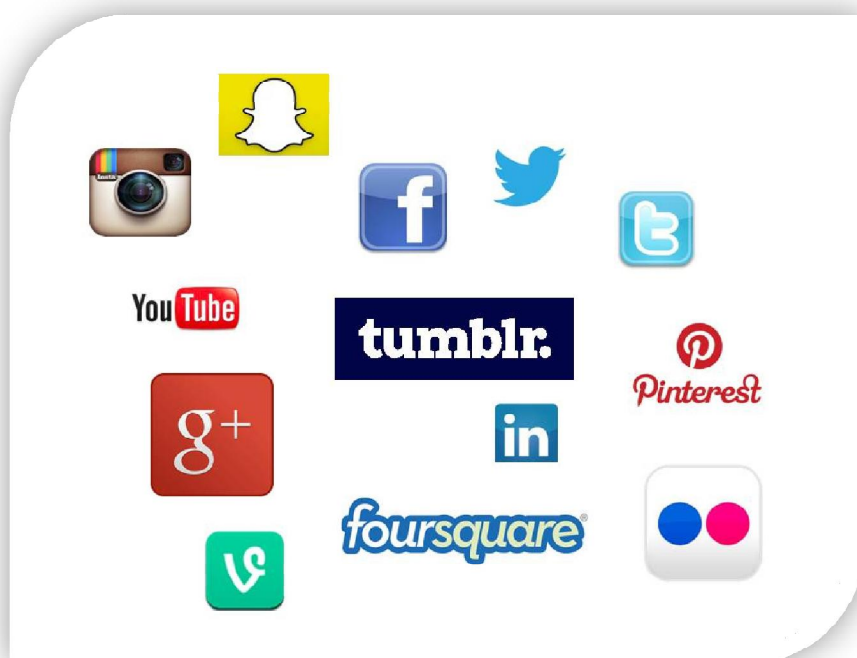
Ø **Greater engagement**

With digital marketing you can encourage your prospects, clients and followers to take action, visit your website, read about your products and services, rate them buy them and provide feedback which is visible to your market. So it doesn't take long for good publicity to enhance the prospects of your business.

Comparing online marketing and traditional market, it has lots of things we can discuss. Traditional marketing is much more expensive than online marketing. That is why most of young people like to buy the purchase on the Internet. Through online marketing, you can have direct communication with thousands upon thousands of customers and prospects world-wide from your desktop. It is very convenient people to select purchases. However, if you choose traditional way that will waste long time to go each shops. Sometimes, people want buy expensive purchases, it better to choose traditional market as you can touch and try the purchases. Online marketing changes our habit and also brings a new way to sell the purchases. New media turn our life which is social media.

4.3 Social Media:

Social media is really a conversation that is powered by online tools like these;

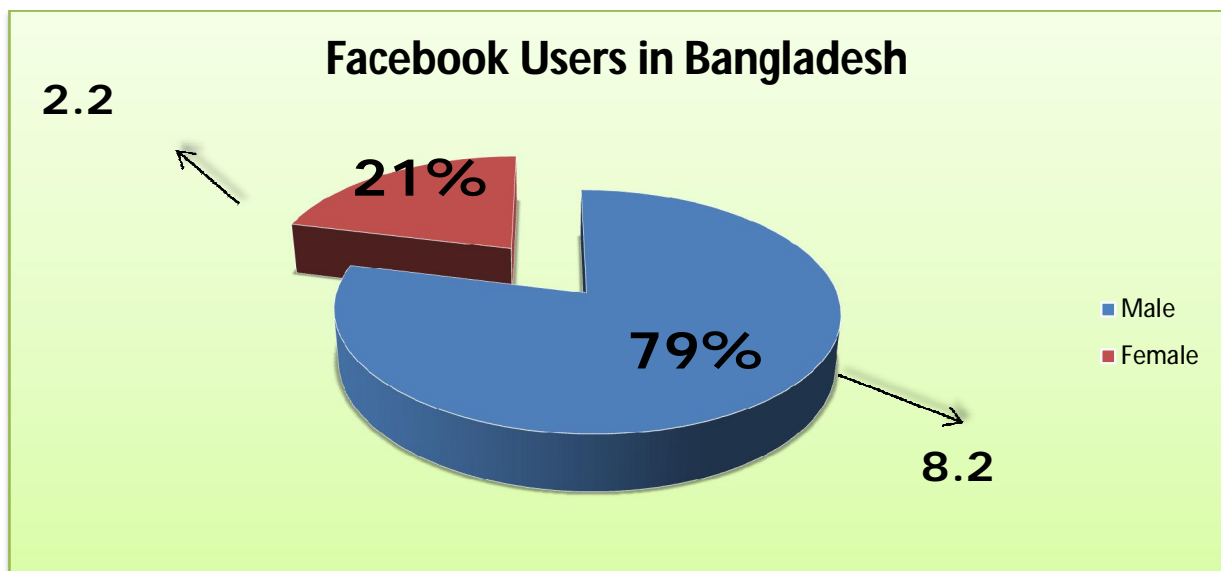


It is a conversation between customers, employees, investors and peoples. Social Media initially changed how we communicate with friends and family. But now it's becoming very clear that it also affects how we interact with customers. Social media creates new opportunities. It changes

our habit and also brings a new way to sell the purchases. At the same time, companies who are using or used social media as means of advertisement or campaign, have been benefited for long.

4.3.1 Social Media Bangladesh Context:

According to the Bangladesh Telecommunication Regulatory Commission the total number of internet subscribers stands at 39 million (July'15), 15 million are regular internet users.

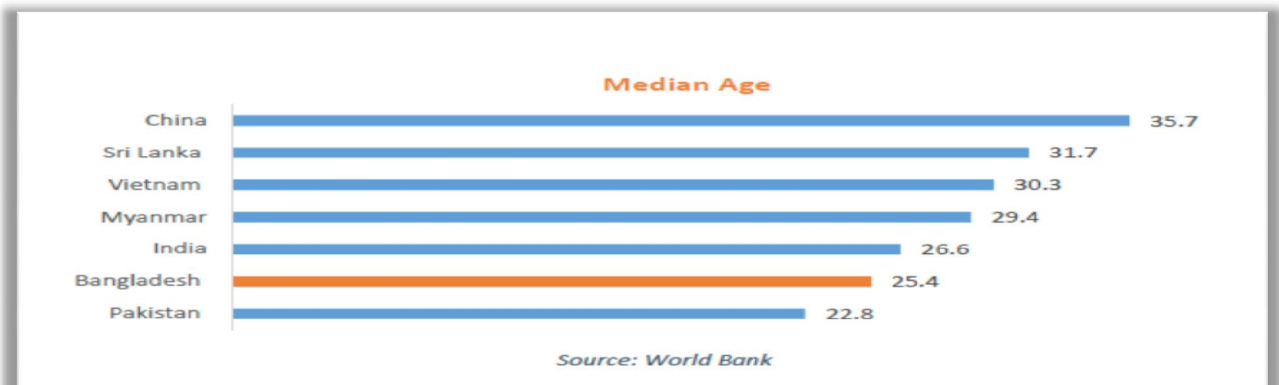


This graph is clearly showing that more than 10 million Facebook users are in Bangladesh. Out of which 79% are Male and the rest 21% are Female.

4.3.2 Impact of Facebook in Bangladesh:

As we all know, Facebook is the most frequently visited social network. Facebook is the most trafficked site in the world. www.alexa.com ranking of Facebook is 1 in Bangladesh. Facebook users in Bangladesh are 104, 00,000. Of them, 82, 00,000 users are Male and 22, 00,000 are Female. Facebook is becoming the most important site to interact with the people.

Endless Possibilities:



There are 19+ babies are born, 12 new Facebook users, and 120 new mobile Subscribers added in Bangladesh. So, there is an endless possibility of Facebook.

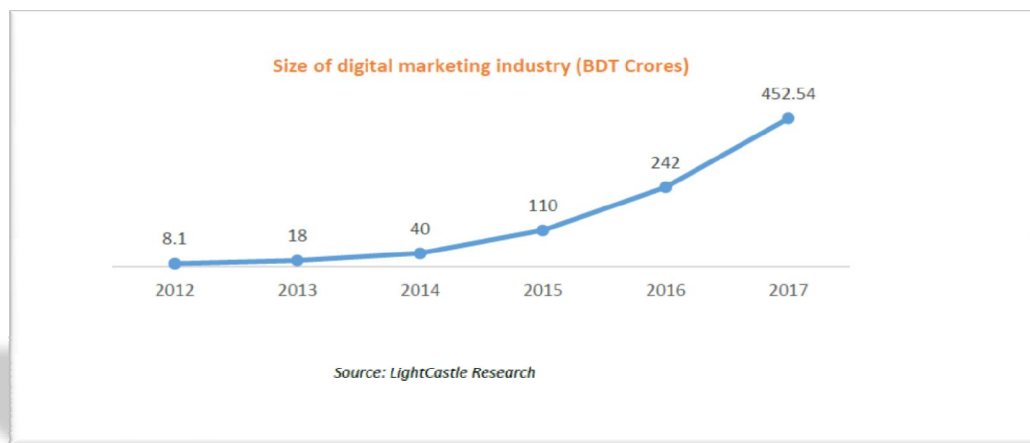
4.4 Cost:

One of the greatest features of Digital Media is that it allows companies to reach out to more people at a lower cost. Boosting posts on Facebook costs only about USD 5 for instance. The average cost for reaching 1,000 people using Digital Media is over 8 times cheaper than that of print media, and around 17 times cheaper than that of Television advertisement.



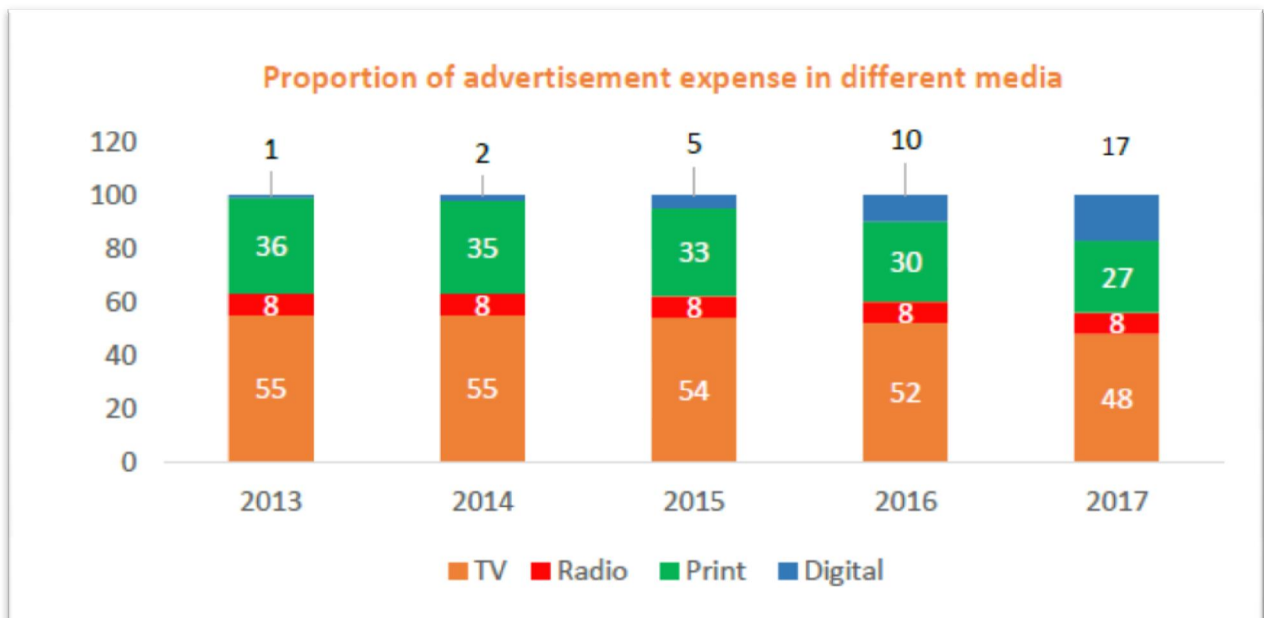
4.5 Size:

The growth potential of Digital Media is stunning. By 2017, the size of the digital marketing industry is expected to be BDT 452 Corer. This translates to an exponential growth of 1000% from the current size. However, TV advertisements are still expected to gross highest over the next decade, unless services such as Netflix starts to popularize in Bangladesh.



4.6 Expense of advertisement in different media:

With an internet penetration rate of 24.5%, an internet user base of 40 million, and an ever-growing digital infrastructure, companies are bound to invest in digital marketing sooner or later. Expert interviews reveal that the digital marketing industry will undergo exponential growth over the coming years with current agencies to grow larger, and new ones to launch. While the share of the advertising industry in 2014 was 2%, it is expected to grow to 5% in 2015, 10% in 2016, and 17% in 2017.

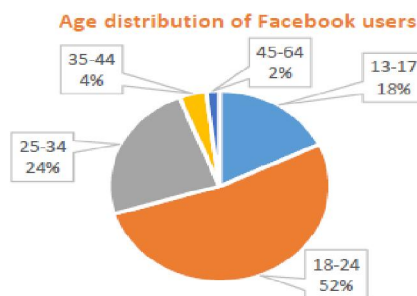


4.7 Strategic Marketing:

4.7.1 Target Customer:

We are going to use this social media tool for the online promotion of Impact Body spray. Our main target customer or our focused customers are mainly youth. While traditional media is still strongly prevailing among older demographics; Digital Media is more popular among younger segments.

The digital space of Bangladesh is centered on this increasingly tech-savvy youth as data concerning use of social media sites such as Facebook show dominance of the age group 18 – 34 years.



Source: Socialbakers



Promoting Consumer brands through online

Most of them are young and educated who will be the major buyers of many products and services in next few years. Within a short time the number of facebook users are going to rise even at a faster rate. So we can't ignore this media of communication to reach our target customers and prospective target customers. Moreover this is the cheapest media available right now.

4.8 Findings:

4.8.1 Online and Offline Marketing study on ACI Ltd.

In the last year, Advanced Chemical Industries (ACI) - Consumers Brand had an expense of total 275,820,000 (Twenty Seven Crore Fifty Eight Lac Twenty Thousand Taka. They used this huge amount of money in Online & Offline (both) Medias. The cost is given below:

Online Media Cost (Annually)

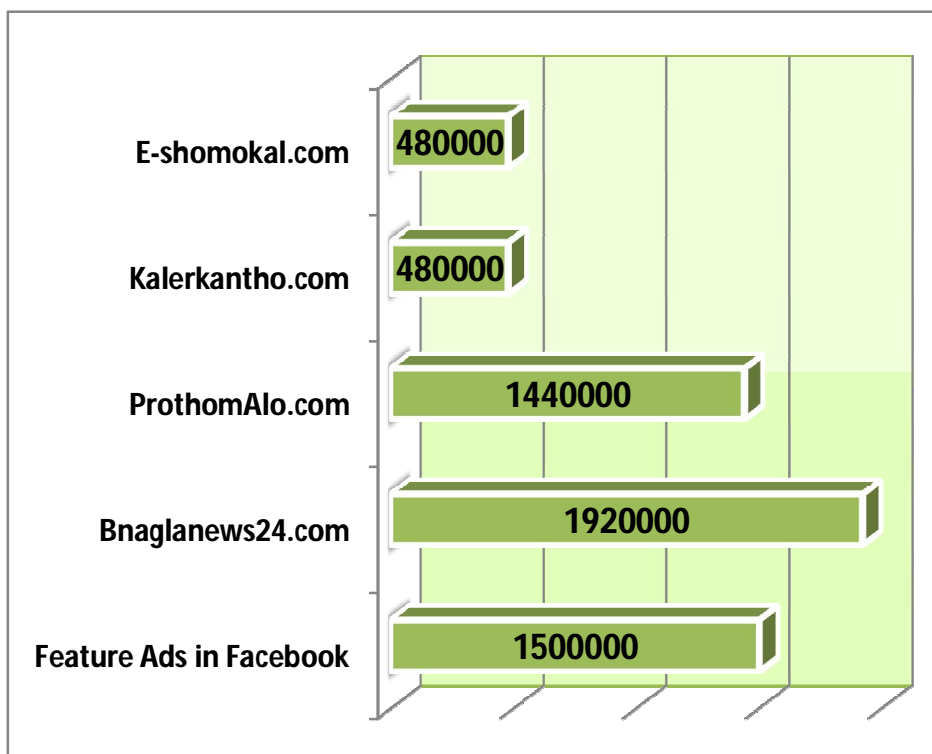
Feature Ads in Facebook: 15, 00,000 (15 Lac) Taka

Bnaglanews24.com: 19, 20,000 (19 Lac 20 Thousand) Taka

ProthomAlo.com: 14, 40,000 (14 Lac 40 Thousand) Taka

Kalerkantho.com: 4, 80,000 (4 Lac 89 Thousand) Taka

E-shomokal.com: 4, 80,000 (4 Lac 89 Thousand) Taka



Offline Media Cost (Annually)

Billboard- 6, 00, 00,000 (Six Crore)

TVC- 10, 00, 00,000 (Ten Crore)

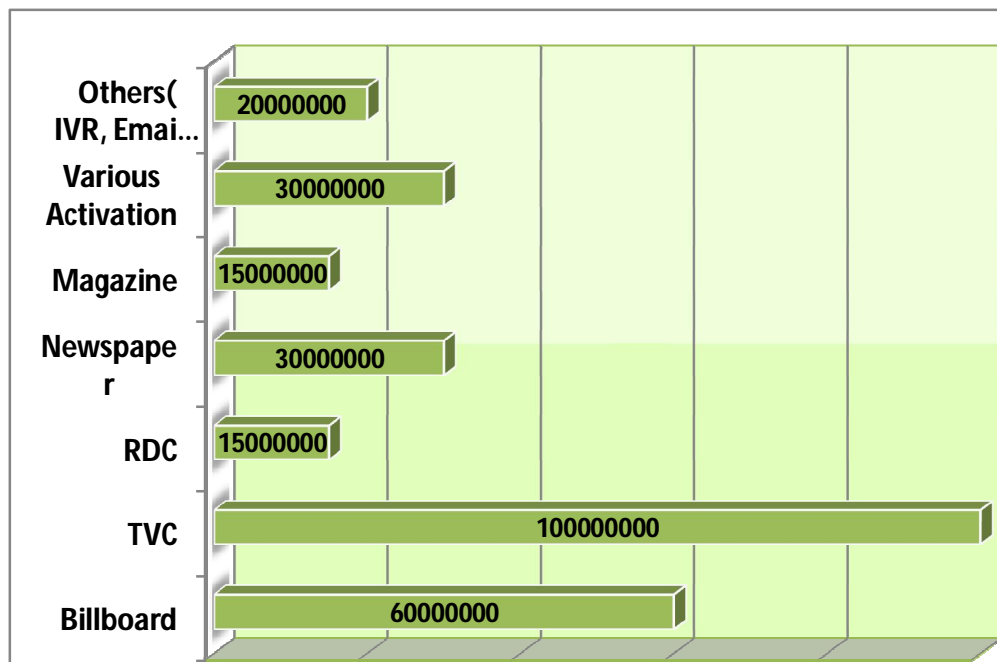
RDC- 1, 50, 00,000 (One & Half Crore)

Newspaper- 3, 00, 00,000 (Three Crore)

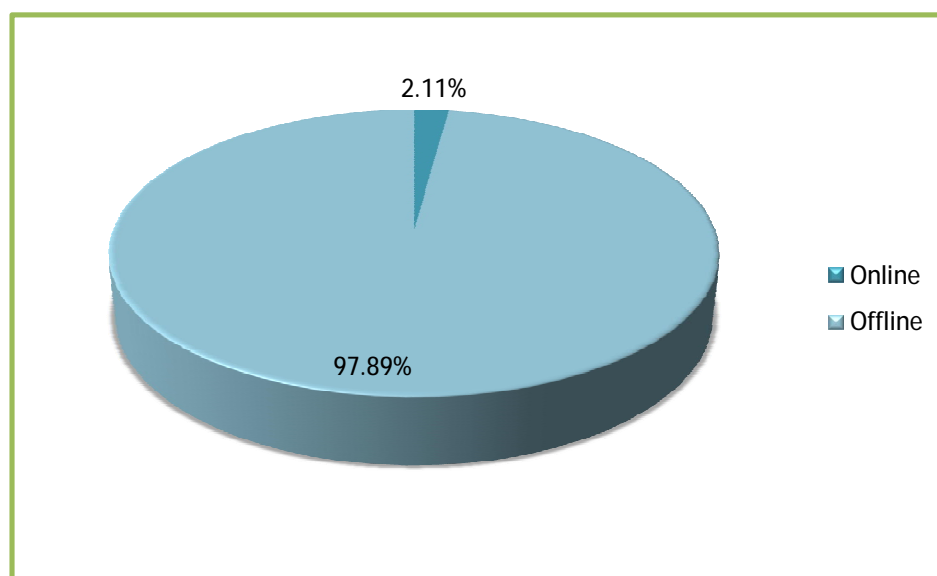
Magazine- 1, 50, 00,000 (One & Half Crore)

Various Activation- 3, 00, 00,000 (Three Crore)

Others(IVR, Email, Insertion, Poster, Shop sign, Gondola, Kitchen Market Branding, Sponsorship- 2,00,00,000 (Two Crore)



The percentage of Online & Offline media cost is as below:





If we see the portion of expenses in promotional activities of ACI, then it is clearly understandable that a very tiny or silly amount of Budget was used or being used in Online marketing, while the largest portion was used in the Traditional media.

4.9 Recommendation:

ACI Ltd. should more focusing or using social media as means of advertisement or campaign. They should increase the budget of online marketing.

So what they can do.

They can design a Online campaign. Online medias like facebook, twitter, youtube etc. This campaign will increase the number of facebook fans, because to take part in our attractive campaign they will have to like our fanpage. Activation link with the Facebook. Through the campaign they will get connected with our users and the connection will be interactive.

Ø **Facebook Fan page creation & maintenance:** The first step is to create a facebook fanpage where relevant information about the brand and product will be given. This will work as an alternative to website for the brand which will be easily accessible and people will be allowed to provide feedback. A campaign will be run to increase the number of facebook fans in fanpage. The campaign will be designed in a way that we get our target customers & prospective customers in our fan page. Some paid advertisement will be placed in facebook timeline of target people. Content will be created to share on facebook page which will attract people and let them like, share and comment on those posts. The contents of activation campaign will be vastly spread through facebook, youtube and social media to create a hype among target group. Type of content will be designed after researching on interest of target customer. Filtration will be done to keep fanpage clear from unwanted comments and posts from fans and others. All the queries on fanpage will be answered by us within 12 hours.



- Ø **Facebook Campaign:** For the campaign Apps, Games or Competition will be created and executed among target people. By doing this the fanpage will get more likes, share & comments thus visibility will be increased. People will feel a greater engagement with the brand. People will work as a word of mouth communication when they start to feel something special for the brand. Moreover the number of people reached through this media is exactly measurable, which is not possible in any other media.
- Ø **Facebook Advertisement Facilities:** Targeting can be done by specific demographics like age, gender, location etc. customers can give instant feedback through Facebook. Impressions can be measured and payment is based on it. Target and design can be changed at anytime.
- Ø **Facebook Advertisement Publish:**
 - Regular advertisement: They can publish advertisement of the fan page post/fan page in regular basis by keeping a monthly budget.
 - Campaign promotion: Whenever they have any campaign they can publish advertisement related with their campaign.
 - Targeting/retargeting: They can publish the advertisement and will target/retarget their target group to have connection in their fan page.
- Ø **Account Manager:** They can assign a Facebook manager who will be responsible for monitoring the Content Developer and Query Management Team. Reporting to clients, participate in client meetings and strategic Planning for upcoming campaign.
 - Content Developer: Content developer needs to customers updated with subtle relation to the brand. The CONTENT based on the products, services or campaign. He must do Content research and new planning and ideas for the brand.
 - Visualizer: Designing contents, Create design to production. Design for advertisement.
 - Query management: Filtering, Monitoring, Blocking comments and users.



5. Conclusion

Recently Bangladesh has seen phenomenal growth in Internet usage. More than 10 million people are now using Facebook in Bangladesh. It has changed the way we interact with each other, the way we work and do business and the way we learn. Nowadays, online shopping became more and more popular. Lots of young people like to buy the things on the Internet. The growth of this area is very fast but still many things to learn from real market. Considering different geographical area and different cultural people digital marketing is very critical. ACI Ltd. has a great opportunity to educate their customer through the different tools of online marketing.



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